

# Thank you for helping us keep families together

Fundraising Toolkit



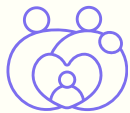
# Thank you for your interest in raising funds!

With your help we can provide a safe space for families and ensure they stay together.

## This kit contains

- Fundraising tips and ideas
- Guidelines for you as a fundraiser
- How your funds will help us
- Information on how to deposit your funds

## Our Goals



**Keeping Families Together**



**Strengthen Our Impact**



**Develop and Nurture Our People**

We know the importance of partnerships – the village in action – working closely with government, corporate partners, our members, and generous supporters like yourself to help us continue this work

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## Our Purpose

We work with women to keep families together and prevent the involvement of child protection services in the lives of women, babies and young children.

We know the greatest impact we can have is in working with mums and their families in the early years – in fact – the First 1000 Days.

We work sooner and earlier with mums during pregnancy and their transition into early parenting to create safe and nurturing environments for babies, infants and young children up to the age of 5.

We have the privilege of working with the whole family to encourage and nurture a healthy bond between mum and her children, and we seek to prevent and alleviate the impact of poverty, homelessness, mental health and family violence have on mum and her children.

**We advocate for keeping families together.**

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# Read about some of our client's stories

Meet Lee:

## Lee's Story

At 19 years of age, Lee was referred to the Society for parenting supports for her 2 year old son.

Lee was flagged as being at risk of not being able to meet the social and emotional needs of her son, and was in constant battles with family members as to how she should be "raising her son". According to Lee, this had been an ongoing battle since giving birth to Stevie, as she had concealed her pregnancy and only told family at 32 weeks.

When Lee presented for antenatal care in the last few weeks, a notification to child protection resulted in visits and checks on her wellbeing, including post birth notification for further investigation.

Turns out Lee had spent years in out of home care as a child, and with little housing options for a mum and young child, was now living in the home where her trauma of family involvement with child protection was being relived.

With the constant fights and family members making reports to child protection for her "inappropriate parenting" including co-sleeping, Lee was in fear of her son being removed from her care. The next steps in working with the Society included setting some short term goals including a parenting plan to address the issues raised by child protection, and medium term goals in securing independence in finding her forever home with young Stevie.

Lee's experience is not uncommon to those of over 2,500 Victorian women over the course of a year at risk of having their babies, infants and toddlers removed from their care into an out of home care placement. These risks are greater in the first 2 years of life.



# Read about some of our client's stories

Meet Jodie:

## Jodie's Story

A call into the Society's intake system identified a social worker from the local Centrelink office needing to talk urgently with a practitioner regarding Jodie.

Jodie had arrived on site to sort out her Centrelink payments as something had gone wrong in the system and her payments hadn't come through.

As her appointment progressed, it soon became clear to staff that Jodie's situation was more serious than first assessed. With new information on Jodie expecting her first baby, having travelled from interstate and now couch surfing with friends, prenatal health care had not been a priority, and now Jodie at 36 weeks pregnant was at risk of homelessness and a high risk pregnancy soon to be high risk birthing situation.

These situations are often referred to as the sliding door moment – when a vulnerable, at risk mum presents in need of financial support due to violence, exploitation and homelessness – a call to the Society rather than a call to child protection in raising concerns about mum and soon to be born baby's wellbeing.

First and foremost is our priority to ensure mum has the necessary supports in place in giving birth safely and having the right safe and secure environment in which to bring baby home. The right call at the right time has impact.





## Your fundraising efforts will go towards some of our goals:



### **Wrap around support fund**

**Up to \$2000**

Including access to First 1000 Days, Mental health supports and evidence based programs.



### **Newborn nursery bundle**

**Up to \$1000**

Including a cot and pram.



### **Child nutrition support**

**\$ 500.00**

Including pre and post-natal support for a new mum.



### **Accommodation support**

**\$ 400.00**

Includes purchase of household goods



### **Birth Bundle**

**\$ 300.00**

Filled with maternity items and new baby clothing



### **Essentials**

**\$ 100.00**

A month worth of nappies and toiletries

# HOW TO RAISE FUNDS FOR US

Here are a few easy steps to raise funds for Caroline Chisholm Society:

## 5 Steps to success:

### Idea Bank:

- Organise an event during a special time. If it's celebrating your own primary carer or family and loved ones. Extend the invite to your community- turn a movie night, trivia night or a family dinner night into a fundraiser.
- Bubbles for Babies – host an event with your parents' groups, neighbours, mother's group share a glass of bubbly, start a conversation about the importance of our work and how they can help.
- Get your colleagues together – host an event in your workplace a morning tea, bake sale, bring a plate for lunch share the community spirit and help support families in your neighbourhood.
- Want to take on a running or active challenge on your own? We're here to support you

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### 1. What?

Decide on a fundraising activity you would like to organize or partake in.

We have provided a few ideas for inspiration in the box on the left!

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### 2. How?

Complete the 'Application to Fundraise' form on our website. This will give us the chance to review your fundraising activity, provide you with suggestions and support as well as issue you with an Authority to Fundraise letter.

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### 3. Where?

You can choose to do your fundraising activity either online, or in-person, it's completely up to you!

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### 4. Impact?

Please deposit funds into our bank account 28 day after the activity is completed.

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### 5. Thanks

Thank your amazing donors for their support and generosity.

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# Fundraising Tips

Here are some tips for fundraising:



## Self donation

It's a great way to kick start your fundraising. Donate to your own fundraising page or be the first to put some dollars in your collection jar.



## Set a fundraising goal and aim high

Set a goal, having something to aim for helps. As you see the funds coming in, raise the bar and encourage your donors to help you hit your target!



## Remember your 'why'

What inspired you to raise funds for us? It could be you or someone you know has been touched by our work, you know a family that is doing it tough. You may just want to support families in your own community. Whatever that reason might be, remind yourself of the 'why' and keep pushing that message to your donors and networks.



## Share your page on socials

An obvious one, but this works! This can reach your networks far and wide. Shout it out about how you are helping your community and get some kudos and support.



## Ask those closest to you

We've all got one – that is always willing to have our back and support us! A parent, friend, sibling, teacher, or someone who owes you a favour. Ask them to support your good deed! Do it for those that don't have this support system.

**Feel free to contact us if you still need more ideas and inspiration, we're here for you!**

# Donating Tips & Guidelines

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## Banking & Remittance of Donations

If you have raised funds through a fundraising page all funds will directly come to the Caroline Chisholm Society. Your donors will also receive their tax-deductible receipt instantly.

For an offline activity:

- You could make the donation through our [donate](#) page: In the acknowledgement section mention: fundraising activity. We will contact you.
- You could directly transfer your funds to our bank account, please email [info@caroline.org.au](mailto:info@caroline.org.au) for further assistance and details.

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## Tax Deductible Donations

All donations over \$2 are eligible for a tax-deductible receipt.

Please note that the following cannot be issued with a tax-deductible receipt:

- Purchase of a good or service at a fundraising event
- Purchase of raffle tickets
- Purchase of an auction item
- Purchase of a ticket to an event (unless there is a donation component added to the ticket - this amount will be tax-deductible)
- Goods or services donated at a fundraising event or activity

The fundraiser does not hold the authority to issue receipts. If a receipt is specifically requested by a donor, please contact [info@caroline.org.au](mailto:info@caroline.org.au) with their details and we will be able to issue a receipt.



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## Tax Deductible Donations

By registering as a community fundraiser with CCS:

- You understand that all fundraising activities must align with CCS mission and values and that CCS has the right to reject an activity if this is not the case.
- Agree to seek to use permission to use the CCS logo on material relating to fundraising activity.
- Agree that all personal and sensitive information will be handled in accordance with the relevant privacy legislation.

Please ensure to make it clear that the fundraising activity is not run by Caroline Chisholm Society but to raise funds for CCS.

As a valued Community Fundraiser and event organiser, you are responsible for all financial aspects of the activity or event, including record keeping, management of funds and ensuring that all funds raised online and offline are received by CCS.

You will need to deposit your funds within 28 days of completion of fundraising activity.

Please note CCS will not be able to reimburse for any expenses incurred.



**We think you're awesome.  
Thank you for sharing our  
values and helping us keep  
families safe and together.**

We are here to support you along your fundraising journey, so please don't hesitate to give us a call or send us an email.



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